

U.S. Department of Justice

Washington, DC 20530

Supplemental Statement**Pursuant to the Foreign Agents Registration Act of
1938, as amended**For Six Month Period Ending 12/31/2015

(Insert date)

I - REGISTRANT

1. (a) Name of Registrant (b) Registration No.

Bermuda Tourism Authority

430

- (c) Business Address(es) of Registrant

675 Third Avenue, 20th Floor
New York, NY 10017

2. Has there been a change in the information previously furnished in connection with the following?

- (a) If an individual:

(1) Residence address(es)	Yes <input type="checkbox"/>	No <input type="checkbox"/>
(2) Citizenship	Yes <input type="checkbox"/>	No <input type="checkbox"/>
(3) Occupation	Yes <input type="checkbox"/>	No <input type="checkbox"/>

- (b) If an organization:

(1) Name	Yes <input type="checkbox"/>	No <input checked="" type="checkbox"/>
(2) Ownership or control	Yes <input type="checkbox"/>	No <input checked="" type="checkbox"/>
(3) Branch offices	Yes <input type="checkbox"/>	No <input checked="" type="checkbox"/>

- (c) Explain fully all changes, if any, indicated in Items (a) and (b) above.

IF THE REGISTRANT IS AN INDIVIDUAL, OMIT RESPONSE TO ITEMS 3, 4, AND 5(a).

3. If you have previously filed Exhibit C
- ¹
- , state whether any changes therein have occurred during this 6 month reporting period.

Yes ☐ No ☒If yes, have you filed an amendment to the Exhibit C? Yes ☐ No ☐

If no, please attach the required amendment.

¹ The Exhibit C, for which no printed form is provided, consists of a true copy of the charter, articles of incorporation, association, and by laws of a registrant that is an organization. (A waiver of the requirement to file an Exhibit C may be obtained for good cause upon written application to the Assistant Attorney General, National Security Division, U.S. Department of Justice, Washington, DC 20530.)

4. (a) Have any persons ceased acting as partners, officers, directors or similar officials of the registrant during this 6 month reporting period?

Yes ☐ No ☒

If yes, furnish the following information:

Name	Position	Date Connection Ended
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(b) Have any persons become partners, officers, directors or similar officials during this 6 month reporting period?

Yes ☒ No ☐

If yes, furnish the following information:

Name	Residence Address	Citizenship	Position	Date Assumed
Tiffani Cailor	180 Broad Street, Apt. 1447 Stamford, CT. 06901	American	Director of Public Relations & Content Development	July 20th, 2015

5. (a) Has any person named in Item 4(b) rendered services directly in furtherance of the interests of any foreign principal?

Yes ☒ No ☐

If yes, identify each such person and describe the service rendered.

Tiffani Cailor - See Attachment 'A'

(b) During this six month reporting period, has the registrant hired as employees or in any other capacity, any persons who rendered or will render services to the registrant directly in furtherance of the interests of any foreign principal(s) in other than a clerical or secretarial, or in a related or similar capacity? Yes ☐ No ☒

Name	Residence Address	Citizenship	Position	Date Assumed
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(c) Have any employees or individuals, who have filed a short form registration statement, terminated their employment or connection with the registrant during this 6 month reporting period? Yes ☐ No ☒

If yes, furnish the following information:

Name	Position or Connection	Date Terminated
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(d) Have any employees or individuals, who have filed a short form registration statement, terminated their connection with any foreign principal during this 6 month reporting period? Yes ☐ No ☒

If yes, furnish the following information:

Name	Position or Connection	Foreign Principal	Date Terminated
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6. Have short form registration statements been filed by all of the persons named in Items 5(a) and 5(b) of the supplemental statement?

Yes ☐ No ☒

If no, list names of persons who have not filed the required statement.

Tiffani Cailor

II - FOREIGN PRINCIPAL

7. Has your connection with any foreign principal ended during this 6 month reporting period? Yes ☐ No ☒

If yes, furnish the following information:

Foreign Principal

Date of Termination

8. Have you acquired any new foreign principal(s)² during this 6 month reporting period? Yes ☐ No ☒

If yes, furnish the following information:

Name and Address of Foreign Principal(s)

Date Acquired

9. In addition to those named in Items 7 and 8, if any, list foreign principal(s)² whom you continued to represent during the 6 month reporting period.

10. (a) Have you filed exhibits for the newly acquired foreign principal(s), if any, listed in Item 8?

Exhibit A³ Yes ☐ No ☐

Exhibit B⁴ Yes ☐ No ☐

If no, please attach the required exhibit.

- (b) Have there been any changes in the Exhibits A and B previously filed for any foreign principal whom you represented during this six month period? Yes ☐ No ☒

If yes, have you filed an amendment to these exhibits? Yes ☐ No ☐

If no, please attach the required amendment.

² The term "foreign principal" includes, in addition to those defined in Section 1(b) of the Act, an individual organization any of whose activities are directly or indirectly supervised, directed, controlled, financed, or subsidized in whole or in major part by a foreign government, foreign political party, foreign organization or foreign individual. (See Rule 100(a) (9)). A registrant who represents more than one foreign principal is required to list in the statements he files under the Act only those principals for whom he is not entitled to claim exemption under Section 3 of the Act. (See Rule 208.)

³ The Exhibit A, which is filed on Form NSD-3, sets forth the information required to be disclosed concerning each foreign principal.

⁴ The Exhibit B, which is filed on Form NSD-4, sets forth the information concerning the agreement or understanding between the registrant and the foreign principal.

III - ACTIVITIES

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11. During this 6 month reporting period, have you engaged in any activities for or rendered any services to any foreign principal named in Items 7, 8, or 9 of this statement? Yes ☒ No ☐

If yes, identify each foreign principal and describe in full detail your activities and services:

See Attachment B

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12. During this 6 month reporting period, have you on behalf of any foreign principal engaged in political activity⁵ as defined below? Yes ☐ No ☒

If yes, identify each such foreign principal and describe in full detail all such political activity, indicating, among other things, the relations, interests and policies sought to be influenced and the means employed to achieve this purpose. If the registrant arranged, sponsored or delivered speeches, lectures or radio and TV broadcasts, give details as to dates, places of delivery, names of speakers and subject matter.

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13. In addition to the above described activities, if any, have you engaged in activity on your own behalf which benefits your foreign principal(s)? Yes ☐ No ☒

If yes, describe fully.

⁵ "Political activity," as defined in Section 1(o) of the Act, means any activity that the person engaging in believes will, or that the person intends to, in any way influence any agency or official of the Government of the United States or any section of the public within the United States with reference to formulating, adopting or changing the domestic or foreign policies of the United States or with reference to political or public interests, policies, or relations of a government of a foreign country or a foreign political party.

IV - FINANCIAL INFORMATION

14. (a) **RECEIPTS-MONIES**

During this 6 month reporting period, have you received from any foreign principal named in Items 7, 8, or 9 of this statement, or from any other source, for or in the interests of any such foreign principal, any contributions, income or money either as compensation or otherwise? Yes ☒ No ☐

If no, explain why.

If yes, set forth below in the required detail and separately for each foreign principal an account of such monies.⁶

Date	From Whom	Purpose	Amount
See attached Schedule A:			

Total

(b) **RECEIPTS - FUNDRAISING CAMPAIGN**

During this 6 month reporting period, have you received, as part of a fundraising campaign⁷, any money on behalf of any foreign principal named in Items 7, 8, or 9 of this statement? Yes ☐ No ☒

If yes, have you filed an Exhibit D⁸ to your registration? Yes ☐ No ☐

If yes, indicate the date the Exhibit D was filed. Date _____

(c) **RECEIPTS-THINGS OF VALUE**

During this 6 month reporting period, have you received any thing of value⁹ other than money from any foreign principal named in Items 7, 8, or 9 of this statement, or from any other source, for or in the interests of any such foreign principal?

Yes ☐ No ☒

If yes, furnish the following information:

Foreign Principal	Date Received	Thing of Value	Purpose

^{6, 7} A registrant is required to file an Exhibit D if he collects or receives contributions, loans, moneys, or other things of value for a foreign principal, as part of a fundraising campaign. (See Rule 201(e)).

⁸ An Exhibit D, for which no printed form is provided, sets forth an account of money collected or received as a result of a fundraising campaign and transmitted for a foreign principal.

⁹ Things of value include but are not limited to gifts, interest free loans, expense free travel, favored stock purchases, exclusive rights, favored treatment over competitors, "kickbacks," and the like.

15. (a) DISBURSEMENTS-MONIES

During this 6 month reporting period, have you

(1) disbursed or expended monies in connection with activity on behalf of any foreign principal named in Items 7, 8, or 9 of this statement? Yes ☐ No ☒(2) transmitted monies to any such foreign principal? Yes ☐ No ☐

If no, explain in full detail why there were no disbursements made on behalf of any foreign principal.

If yes, set forth below in the required detail and separately for each foreign principal an account of such monies, including monies transmitted, if any, to each foreign principal.

Date	To Whom	Purpose	Amount
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Total

(b) DISBURSEMENTS-THINGS OF VALUE

During this 6 month reporting period, have you disposed of anything of value¹⁰ other than money in furtherance of or in connection with activities on behalf of any foreign principal named in Items 7, 8, or 9 of this statement?

Yes ☐ No ☒

If yes, furnish the following information:

Date	Recipient	Foreign Principal	Thing of Value	Purpose
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(c) DISBURSEMENTS-POLITICAL CONTRIBUTIONS

During this 6 month reporting period, have you from your own funds and on your own behalf either directly or through any other person, made any contributions of money or other things of value¹¹ in connection with an election to any political office, or in connection with any primary election, convention, or caucus held to select candidates for political office?

Yes ☐ No ☒

If yes, furnish the following information:

Date	Amount or Thing of Value	Political Organization or Candidate	Location of Event
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10, 11 Things of value include but are not limited to gifts, interest free loans, expense free travel, favored stock purchases, exclusive rights, favored treatment over competitors, "kickbacks," and the like.

V - INFORMATIONAL MATERIALS

16. (a) During this 6 month reporting period, did you prepare, disseminate or cause to be disseminated any informational materials?¹²

Yes ☒ No ☐

If Yes, go to Item 17.

(b) If you answered No to Item 16(a), do you disseminate any material in connection with your registration?

Yes ☐ No ☐

If Yes, please forward the materials disseminated during the six month period to the Registration Unit for review.

17. Identify each such foreign principal.

Bermuda Tourism Authority

18. During this 6 month reporting period, has any foreign principal established a budget or allocated a specified sum of money to finance your activities in preparing or disseminating informational materials? Yes ☒ No ☐

If yes, identify each such foreign principal, specify amount, and indicate for what period of time.

Bermuda Tourism Authority. See Schedule A

19. During this 6 month reporting period, did your activities in preparing, disseminating or causing the dissemination of informational materials include the use of any of the following:

- ☒ Radio or TV broadcasts ☒ Magazine or newspaper ☐ Motion picture films ☒ Letters or telegrams
☒ Advertising campaigns ☒ Press releases ☒ Pamphlets or other publications ☒ Lectures or speeches
☒ Other (specify) Travel agencies; tour operators; groups; meeting planners

Electronic Communications

- ☒ Email
☒ Website URL(s): GoToBermuda.com
☒ Social media websites URL(s): facebook.com/bermutatourism; twitter.com/Bermuda; pinterest.com/gotobermuda;
☒ Other (specify) instagram.com/bermuda; youtube.com/bermuda; gotobermuda.com/blog/

20. During this 6 month reporting period, did you disseminate or cause to be disseminated informational materials among any of the following groups:

- | | | |
|---|---|---|
| <input type="checkbox"/> Public officials | <input type="checkbox"/> Newspapers | <input type="checkbox"/> Libraries |
| <input type="checkbox"/> Legislators | <input type="checkbox"/> Editors | <input type="checkbox"/> Educational institutions |
| <input type="checkbox"/> Government agencies | <input type="checkbox"/> Civic groups or associations | <input type="checkbox"/> Nationality groups |
| <input checked="" type="checkbox"/> Other (specify) <u>Same as 19</u> | | |

21. What language was used in the informational materials:

- ☒ English ☐ Other (specify) _____

22. Did you file with the Registration Unit, U.S. Department of Justice a copy of each item of such informational materials disseminated or caused to be disseminated during this 6 month reporting period? Yes ☒ No ☐

23. Did you label each item of such informational materials with the statement required by Section 4(b) of the Act?

Yes ☐ No ☐

12 The term informational materials includes any oral, visual, graphic, written, or pictorial information or matter of any kind, including that published by means of advertising, books, periodicals, newspapers, lectures, broadcasts, motion pictures, or any means or instrumentality of interstate or foreign commerce or otherwise. Informational materials disseminated by an agent of a foreign principal as part of an activity in itself exempt from registration, or an activity which by itself would not require registration, need not be filed pursuant to Section 4(b) of the Act.

VI - EXECUTION

In accordance with 28 U.S.C. § 1746, the undersigned swear(s) or affirm(s) under penalty of perjury that he/she has (they have) read the information set forth in this registration statement and the attached exhibits and that he/she is (they are) familiar with the contents thereof and that such contents are in their entirety true and accurate to the best of his/her (their) knowledge and belief, except that the undersigned make(s) no representation as to truth or accuracy of the information contained in the attached Short Form Registration Statement(s), if any, insofar as such information is not within his/her (their) personal knowledge.

(Date of signature)

(Print or type name under each signature or provide electronic signature¹³)February 19, 2016/s/ Victoria IsleyeSigned

¹³ This statement shall be signed by the individual agent, if the registrant is an individual, or by a majority of those partners, officers, directors or persons performing similar functions, if the registrant is an organization, except that the organization can, by power of attorney, authorize one or more individuals to execute this statement on its behalf.

Attachment 'A'

Job Description:

Director of Public Relations & Content Services

Functional Title:	Director of Public Relations & Content Development
Location(s):	New York
Job Level:	Director

Department Name:	Sales and Marketing	Hiring Manager:	Chief Sales & Marketing Officer
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Role Description

- Responsible for managing the public relations efforts and the content it delivers, ensuring brand message is consistent, timely, and relevant
- Experienced and passionate leader about audience-focused content that has top-notch editing, storytelling, and creative content strategy skills
- Support and spread Bermuda's story with integrated content across multiple channels
- Reports to the Chief Sales & Marketing Officer

Responsibilities:

- Responsible for the day-to-day management of BTA global public relations, content development and all necessary agency partners, contractors, staff and systems
- Develop and oversee the implementation of overall public relations strategy for the organization including:
 - Proactive pitching and reactive response for off-island media, focused primarily on travel and entertainment press along with niche interests
 - Development of overall strategy for international media in coordination with CSMO and international representation
 - Oversee creation of domestic and international familiarization (FAM) trips, to be executed by staff
 - Responsible for regular desk sides in national media markets (i.e. NYC, Boston, Washington, DC)
 - Oversee the maintenance of global and trade media lists and tracking databases
 - Act as BTA representative for travel writers organizations such as Society for American Travel Writers (SATW) and Travel Bloggers Exchanges (TBEX); pitches story ideas and fulfills requests from writers as well as attending related conferences
 - Spokesperson on and off camera as needed
- Develop and oversee BTA's strategy for interactive content and social media program, including goals, channels, engagement strategies and measurement. (Program managed and executed by Digital Marketing Manager)

Attachment 'A'

- Map out and evolve an integrated content strategy that supports and extends marketing and communications initiatives, both short- and long-term, determining which methods work for the brand and why
- Develop functional content calendar throughout BTA vertical audiences and personas
- Responsible for researching, writing and editing content including press releases, speeches/speaking points, video copy and scripts, bid books, newsletters and other assigned projects
- Collaborate with marketing to leverage advertising, marketing and promotion plans. Integrate content activities through traditional marketing campaigns
- Responsible for issue management and crisis communication plan as required. Works with President/CEO, CSMO and Director of Stakeholder Engagement as needed
- Ensure communication strategy is consistent and reflects the organization's strategic vision
- Advocate on behalf of the company brand with external stakeholders and the media across all communications channels and vehicles
- Have a keen understanding of the BTA mission, vision and goals and the National Tourism Plan, including key initiatives, quick wins and timelines
- Represent the BTA professionally at company and client sponsored events.
- Establish and maintain productive working relationships with BTA partners and stakeholders
- Perform other related duties, special projects and assignments as required

Qualifications (Training, Education & Prior Experience):

- Bachelor's degree required; degree in Communications or related field preferred
- Minimum 8-10 years public relations, media relations, editorial, journalism, and/or content experience, including extensive work in the travel and/or tourism industry
- Professional public/media relations capacity; solid understanding and experience in the development and management of relationships across all levels of press
- Excellent and established relationships with travel and lifestyle media
- Knowledge of Bermuda and ability to confidently promote the island
- Understand formats that effectively communicate a unified overall narrative that drives visitors/audiences through the decision making/purchase cycle
- Team player, able to work with global cross-functional teams; independent work style, demonstrates initiative
- High energy with the ability to work well under pressure and tight deadlines in a fast-paced, changing environment
- Strong writing, proof reading and editing skills
- Strong interpersonal skills, maturity, good judgment and be capable of

Attachment 'A'

communicating in a professional manner with a diverse range of individuals

- Efficient and proven organizational skills; detail oriented; proven problem analysis and resolution skills; exceptional analytical skills.
- Proficient technology application skills: Advanced MS Office (Word, Excel, PowerPoint & Access), MS Outlook, major social media platforms (Facebook, Twitter, Instagram, YouTube, Pinterest, etc.)
- Ability to work nights and weekends on a regular basis; reliable, dependable, flexible and responsive
- Ability to travel
- Proven effective negotiating and persuasion abilities
- Strong leadership and interpersonal skills, must be able to work effectively at board level internally and with external client companies
- Demonstrated ability to convey a sense of urgency, openness to new ideas, inclusion & diversity, integrity, customer focus, and respect

BERMUDA TOURISM AUTHORITY

'Attachment B'

07-01-2015 Through 12-31-2015

Wednesday, July 8, 2015

Hosted a Bermuda Destination training workshop at Travel Impression Call center, Farmingdale, NY., by E. Dill. 34 agents attended. Literature disseminated.

Thursday, July 9, 2015

Hosted a Bermuda Destination training workshop at Spring House Travel, Spring House, PA., by E. Dill. 9 agents attended. Literature disseminated.

Tuesday, July 21, 2015

Hosted a Bermuda Destination training workshop at MLT Vacations Call center, Minot, ND., by E. Dill. 91 agents attended. Literature disseminated.

Thursday, July 30, 2015

Hosted a Bermuda Destination training workshop at Mark Travel Corp Call center, Milwaukee, WI., by E. Dill. 60 agents attended. Literature disseminated.

Tuesday, August 4, 2015

Hosted a Bermuda Destination training workshop at Travel Impression Call center, Bethlehem, PA., by E. Dill. 40 agents attended. Literature disseminated.

Wednesday, August 5 through Friday, August 7, 2015

Presented at the Automotive Trade Association Executive Meeting, Nashville, TN., by D. Douglas. 15 attendees. Literature disseminated.

Friday, August 7 through Monday, August 10, 2015

Attended the ASAE Annual Meeting & Exposition, Detroit, MI., by D. Douglas. 2812 people attended. Literature disseminated.

Sunday, August 9 through Thursday, August 13, 2015

Participated in Virtuoso Week, at the Bellagio Hotel, Las Vegas, NV., by E. Dill. Had appointments with 450 agents. Literature disseminated.

Thursday, August 27 through Sunday, August 30, 2015

Attended the Connect Market Place, Pittsburgh, PA., by D. Douglas. 2000+ people attended. Literature disseminated.

Monday, September 14, 2015

Hosted a Bermuda Destination training workshop at JetBlue Call center, Orlando, FL., by E. Dill. 20 agents attended. Literature disseminated.

Tuesday, September 15 through Thursday, September 17, 2015

Participated in the Travel Industry Exchange Trade Show at the Coronado Springs Hotel, Disney World, Orlando, FL., by E. Dill. Had appointments with 27 agents, 200 agents visited booth. Literature disseminated.

Tuesday, September 22, 2015

Hosted a Bermuda Destination training workshop at JetBlue Call center, Salt Lake City, UT., by E. Dill. 100 agents attended. Literature disseminated.

Friday, September 25 through Sunday, September 27, 2015

Participated in MLT University at the Minneapolis Convention Center, Minneapolis, MN., by E. Dill. Met with 95 agents. Literature disseminated.

Monday, October 12 through Friday, October 16, 2015

Attended IMEX, Las Vegas, NV., by J. Hardtman. 5000+ people attended. Met with 25 potential customers. Literature disseminated.

Tuesday, October 27, 2015

Attended BizBash, New York, NY., by J. Hardtman. 5000+ people attended. Literature disseminated.

Thursday, October 29, 2015

Hosted a Bermuda Destination training workshop at the Phoenician Hotel, Scottsdale, AZ., by E. Dill. 40 agents attended. Literature disseminated.

Tuesday, December 1, 2015

Attended BizBash Plan-a-Thon, Washington, DC., by C. Tucker. 100 people attended. Literature disseminated.

Tuesday, December 15 through Thursday, December 17, 2015

Attended the Holiday Showcase, Chicago, IL., by J. Hardtman. 1400 people in attendance. Literature disseminated.

Bermuda Tourism Authority
Expenditure in US
1 July 2015 - 31 December 2015

Schedule A	Jul - Dec 15 \$
Direct Sales & Marketing cost	8,393,724
Payroll and Benefits	868,934
Contractors	11,872
Other staff costs	5,525
IT / Communications	160,511
Subscriptions	16,017
Office supplies	12,691
Travel & Subsistence	142,081
Postage, Shipping & Duty	38,936
Real Estate costs	234,643
Legal & Professional	24,337
Total Expenditure	<u>9,909,271</u>